

Amendments to the Claims

In the Claims

The following listing of claims is proposed to replace all prior versions of the claims in the application:

1. (currently amended) A system for developing customer relationships with a reader/viewer of a traditional media ~~[[for]]~~ relating a story having a title, a body, and an end, and ~~dramatically-created~~ points of interest interspersed throughout the ~~body story~~, wherein the system comprises:

(a)—the traditional media being a published printed; (b)—a media storage device, ~~the media and said story~~ being stored therein; and

(c)—a customer relationship management module (CRMM) resident on a host computer system and accessible via a global computer network; wherein the published printed media has a contact aid ~~encoded~~ in the ~~body of the story~~[[,]] proximate one of the ~~dramatically-created~~ points of interest~~[[;]], the contact aid being an address of the CRMM accessible via the global computer network~~, wherein, upon selection of the contact aid by the reader/viewer, a channel of communication is established from which the reader/viewer ~~can~~ interacts with the customer relationship management module (CRMM) regarding the point of interest, the CRMM capturing information about the reader/viewer and analyzing the captured information only if the reader/viewer selects the contact aid, serving up appropriate portions of supplemental data to the reader/viewer; ~~wherein the contact aid is associated with an author or a character of the story.~~

2. (previously presented) The system of claim 1, wherein the contact aid is an address of the CRMM accessible via the global computer network which is selected from the group of CRMM addresses consisting of character-specific postal addresses, telephone numbers, email addresses, SMS addresses, chat room addresses, IP addresses, web page addresses, activatable mail to hyperlink, and hypertext link to a

URL addresses, and which address is input by the reader/viewer into a client device having connectivity with the global computer network.

3. (original) The system of claim 1, wherein the CRMM comprises at least a customer profile capture module (CPCM) for capturing information about the reader/viewer; a processor which analyses the captured information, identifying supplemental data in a supplemental database on which the supplemental data is stored; and a server which serves up the supplemental data to the reader/viewer.

4. (previously presented) A published printed media for relating a story having a title, a body, an end, and ~~dramatically-created~~ points of interest interspersed throughout the body, wherein the published printed media comprises at least one contact aid ~~encoded~~ published in the ~~body of the~~ story[[.]] proximate a point of interest, wherein, upon [[a]] selection by a reader/viewer, the contact aid being an address of a customer relationship management module selectable via global computer network, aids in establishing establishes a channel of communication from which the reader/viewer can interact with [[a]] the customer relationship management module (CRMM) regarding the point of interest, the CRMM capturing information about the reader/viewer and analyzing the captured information only if the selection of the contact aid by the reader/viewer is made, the CRMM further serving up appropriate portions of supplemental data to the reader/viewer; wherein the contact aid is associated with an author or a character of the story.

5. (previously presented) The published printed media of claim 4, wherein the contact aid is selected from the group consisting of character-specific postal addresses, telephone numbers, email addresses, SMS addresses, chat room addresses, IP addresses, web page addresses, activatable mail to hyperlink, and hypertext link to a URL addresses, and which address is input by the reader/viewer into a client device having connectivity with the global computer network.

6 to 10. (cancelled)

11. (new) The system of claim 1, wherein the media storage device is selected from the group of printed media storage devices consisting of: books, journals, magazines, and newspapers.